**GARRARD COUNTY PUBLIC LIBRARY**

**STRATEGIC PLAN**

**APRIL 3, 2024**

**MISSION STATEMENT**

*The Garrard County Public Library is dedicated to offering excellent customer service in a comfortable and welcoming environment.  The library provides the citizens of Lancaster and Garrard County access to a world of information through books, movies, programs with individual and group instruction, research resources and computer and internet access.  The staff of the library is dedicated to helping individuals become lifelong readers and learners and to achieve lifelong goals through independent learning and formal educational pursuits.*

**COLLECTIONS**

Goal 1: The library is the community’s top resource for timely, accurate and useful information that nurtures and encourages lifelong reading and learning.

**CUSTOMER SERVICE**

Goal 2: The library is inviting and accommodating to patrons of all ages by meeting their learning needs through literature and engaging programs and services.

**OUTREACH PROGRAMS AND SERVICES**

Goal 3: The library provides excellent programs and services for the community as a whole and focuses on taking their resources out into the community.

**COMMUNITY PARTNERSHIPS**

Goal 4: The library collaborates and builds partnerships with non-profits, businesses, organizations, and community groups to expand service capacities and increase engagement with the library.

**PROGRAMS AND SERVICES**

Goal 5: The library staff continues excellent customer service and responsiveness to patrons.

Goal 6: The library offers convenient and engaging programs and services for people of all ages that inspire curiosity and support individual growth.

**MARKETING**

Goal 7: The library elevates the public’s awareness of library resources and programs.

**TECHNOLOGY**

Goal 8: The library Increases availability of technology to boost digital literacy and increase accessibility.

**FACILITIES**

Goal 9: The library provides a browsing-friendly environment with a special focus on accessibility and stimulating displays.

**STAFF DEVELOPMENT**

Goal 10: The library has well-trained, passionate staff members who focus on the literacy needs of their patrons and the community.

**OVERVIEW:**

**The strategic plan drafting process included meetings with the director, focus group sessions with the staff to learn more about strengths and weaknesses of the library offerings and discussions with the director, staff and board members concerning their priorities for the next three years. In seeking community input, a survey was conducted with patrons and interested citizens and 372 people responded. The facilitator and director met after the survey period was closed to discuss the findings and a report was submitted to the director concerning the survey results. The Final Strategic Plan includes goals and objectives for use by the director, board, and staff. There is also a Strategic Plan for public use that can be posted on the library webpage and posted within the library facility.**

**OUR FUTURE:**

**The strategic plan serves as a roadmap for the next three years to serve the citizens with renewed commitment to meet the changing demographics of the county, the way people learn and work, and the constraints of limited space for our collections, programs, and services. Throughout the next few years, we will be focused on ways to improve and expand our existing facility, the study of a potential new space, and ways to serve our patrons with new library content. We will increase access by expanding our bookmobile services, locating pick-up lockers, and holding pop-up libraries in outlying areas of the county, and offering more online resources.**